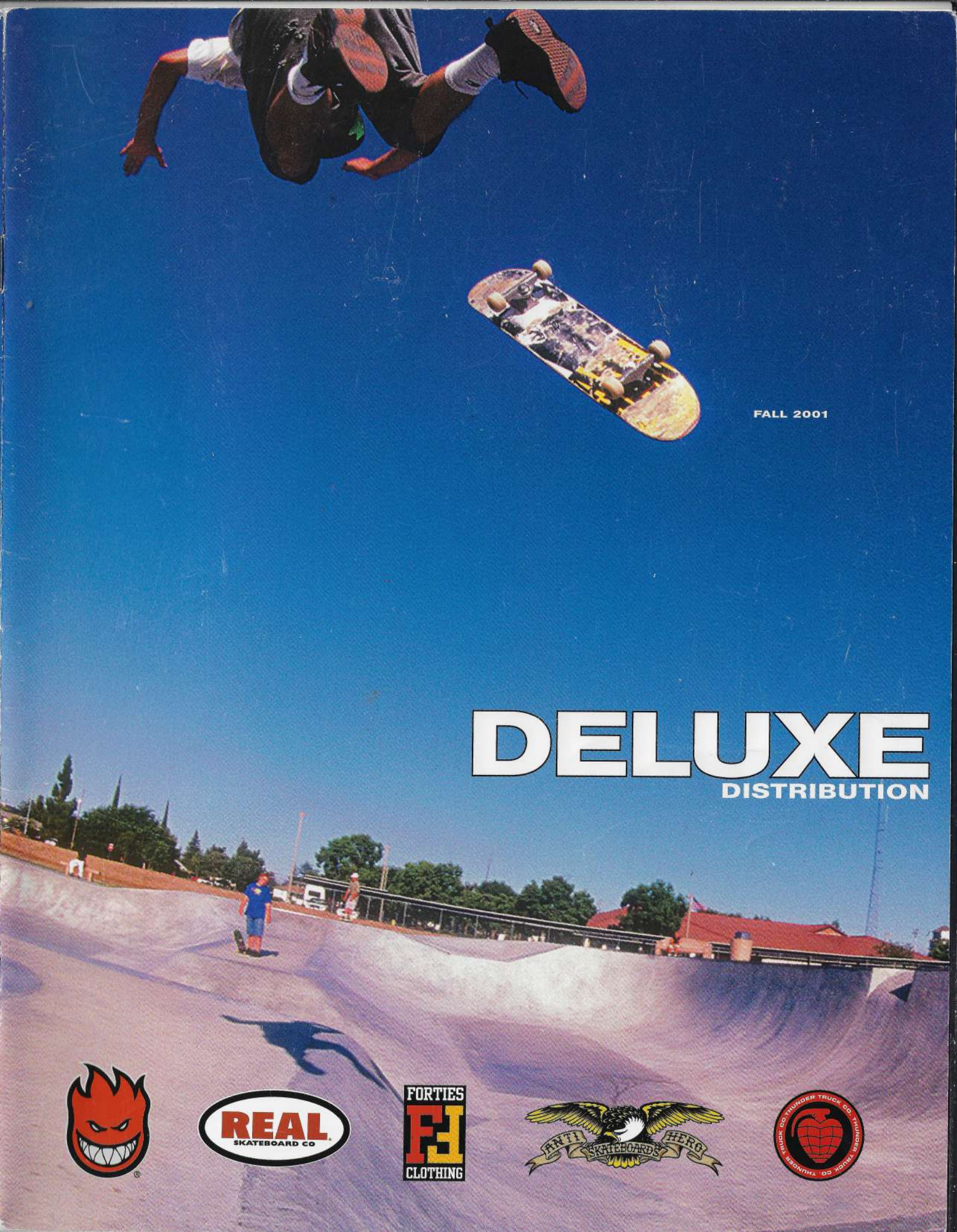

FALL 2001
DELUXE
DISTRIBUTION
REAL
SKATEBOARD CO
FORTIES
CLOTHING
ANTI
SKATEBOARDS
HERO
THUNDER TRUCK CO.

REAL.....1-10
ANTIHERO.....11-16
THUNDER.....17-20
SPITFIRE.....21-32
40'S.....33-34
DELUXE.....35-36

REAL SKATEBOARD CO

ANTI HERO SKATEBOARDS

FORTIES CLOTHING

THUNDER TRUCK CO.

Welcome to our new Fall 2001 catalog.

When we started Deluxe we had two simple goals. The first, to start a company composed of SKATEBOARDERS making stuff that they would want to ride, wear and use. The second goal, to make sure that all the product we were making was getting out to other skateboarders around the world so that they could ride it, wear it and LOVE IT as much as we do. It's Fall 2001 and we think we've achieved those two goals with Deluxe. Just about everyone who works here is a skateboarder or at least smells like one. The truth is, it is about all any of us ever wanted to be... SKATEBOARDERS. We don't make snowboard or surf stuff. We know skateboarding, so we just stick to making the best skateboard stuff available. It's been pretty fucking cool so far. Within this beast you will find product that we hope will make you stoked, inspire you and make you want to go out and skate. We feel this is the best our line has ever been. Check it out... and please be sympathetic when you find all of our spelling mistakes. Thanks for skateboarding. DON'T STOP. WE WON'T.

DELUXE DISTRIBUTION
FALL 2001 CATALOG
1775 Egbert Avenue 2nd Floor
San Francisco, CA 94124
415-468-7045 dlxsf.com

RS // 01 - HARD GOODS

SERIES

RENEWAL

LEAVE YOUR MARK

Now that everyone loves skateboarding and it's on every T.V. and cities are building parks everywhere it makes it even harder to skate in any downtown. The fake fuckers want skateboarding on their terms, in their designated areas. Any street, anywhere is still off limits. Not anymore. The war is not over - Don't be seen but leave your mark.

Mark Gonzales
7.5 x 31.44

Matt Field
7.5 x 31.13

Keith Hufnagel
7.56 x 31.38

Nate Jones
7.75 x 31.25

Mark Schaaf
7.75 x 31.5

Cairo Foster
7.56 x 31.38

RENEWAL SERIES COMES PACKAGED IN 10 MILL INDUSTRIAL ORANGE SAFETY COVERS AND FULL PRINT TOP GRAPHIC

REVISION SERIES

Remember all those standout graphics? The ones that you would just about die to ride? We do. The original version of this board was one of our favorite board graphics of all time. Here's to all of them - The Jason Lee Cat in The hat, Henry Snachez Crayon, The Jason Jesse Atlantis, The Hensley Thinking Guy, Natas Panther (pretty much all Natas's graphics), Blind Skull and Banana, Anti Hero Disease Series, Fogtown Beast, TG Flaming Sword, Roskopp Target, Consolidated Rental, Blind Garbage Pail Kids, 101 Crack Pipes, Think Missing Children, Blender Coffee Cup, Toy Machine Fist, Grosso Acid tongue, Julien Stranger Plane Syringe, Ed's New Deal Cat, Colvin Censored, Hosoi Rising sun, Gonz Flower guy, Texas Chainsaw Pig Fucker, Nate's Felt Board, Salman's Fairy board, The Morford Camera . All the graphics that made us want to skate, inspired us and will be classics forever - this series is dedicated to them.

Cairo Foster
7.56 x 31.38

Nate Jones
8 x 31.69

Mark Gonzales
7.5 x 31.44

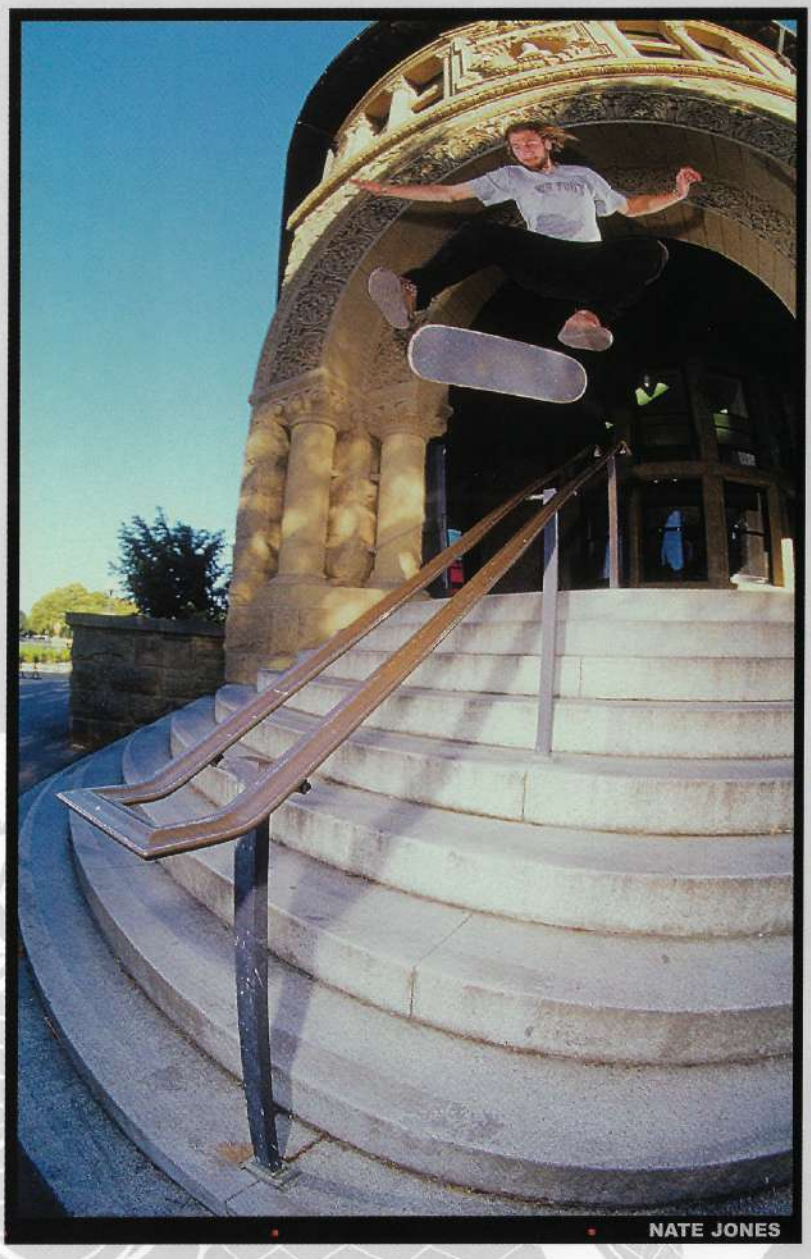
Keith Hufnagel
7.69 x 31.69

Matt Field
7.56 x 31.56

Max Schaaf
7.75 x 31.5

Nate Jones
Real Fly
7.56 x 31.38

Cairo Foster
Crouching Cairo...
7.69 x 31.69



Keith Hufnagel
Planet of the Huf
7.56 x 31.38

Mark Gonzales
The Gonzfather
7.56 x 31.38

SEQUEL SERIES

Since the finish of filming for the real to real video some of the team has used it's success to catapult their film careers. These films have not yet been rated or even produced but the board versions are available now. Please keep your conversations to a minimum, visit the snack counter upon entry and ride the hell out of these decks. Thank you, come again and look for these sequels; 'Risky Buzenitz', 'Cleopatric Jones', 'Cairo Ball Run' and 'Jurassic Huf 4' Send suggestions to Real Skateboards attn: 'Movies I'd Like To See' 1775 Egbert S.F. Ca 94124

7.1875 x 29.75

89% Drop

7.5 x 31.44

SML Drop

7.61 x 31.38

MED Drop

7.81 x 31.75

LRG Drop

THE DROP SERIES

A favorite of ours, the Drop Series Boards were shaped by the Real Am's and come in a full line of sizes. This series covers all needs. From the Large model down to our exclusive Real 89% Board size. Instead of doing what other skateboard companies do for their smaller boards (which is cut smaller boards out of the same molds as their full size shapes - successfully cutting away good concave, nose and tail kick). Our 89% Boards are cut from a specific proportionally correct mold. 89% Boards are the most ride-able minis offered today.

Star Light Construction

Utilizing the stregth benefits gained from a steeper concave the Star Light Boards are constructed with 7 super thin veneers. This gives the board a quick, stiff, lighter ride without sacraficing any durability or control. A favorite of some of the riders on Real, these boards offer a cool alternative to the other board constructions in our board line.

7.56 x 31.38

Starlight SML

7.65 x 31.44

Starlight MED

8.75 x 32.5

Hot Rod

9.5 x 46.25

Bong Board

7.56 x 31.38

DEEDS

7.56 x 31.38

OVAL
avail. in asst. colors

7.81 x 31.75

SCAPES

7.69 x 31.69

Gonzales 'Guys'

A limited edition Mark Gonzales original.
Not hand numbered but pretty close to it.

BOARD CONSTRUCTIONS AND SHAPES

All Real Board Constructions are developed, tested and endorsed by the Real Team. Designed to be the best skateboards available every board we make is 100% Guaranteed against any manufacturers defects. With a solid, lasting concave and unsurpassed durability, pop and control we are confident that any Real board we offer will be the best board you've ever ridden.

Gonzales
52, 54MM

Oval
51, 53, 55MM

G.M. - Coming soon Gabe Morford ' Chomp on This' Board call for info and confusing double talk.

CIRCLE R
HOODED SWEATSHIRT

SKATE SCRIPT
HOODED SWEATSHIRT

OVAL
HOODED SWEATSHIRT

ALL REAL HOODS, TEES, LONG SLEEVES, AND CREWS COME WITH CUTOM EXTRA PRINTS

OVAL
S/S TEE SHIRT

DEEDS
S/S TEE SHIRT

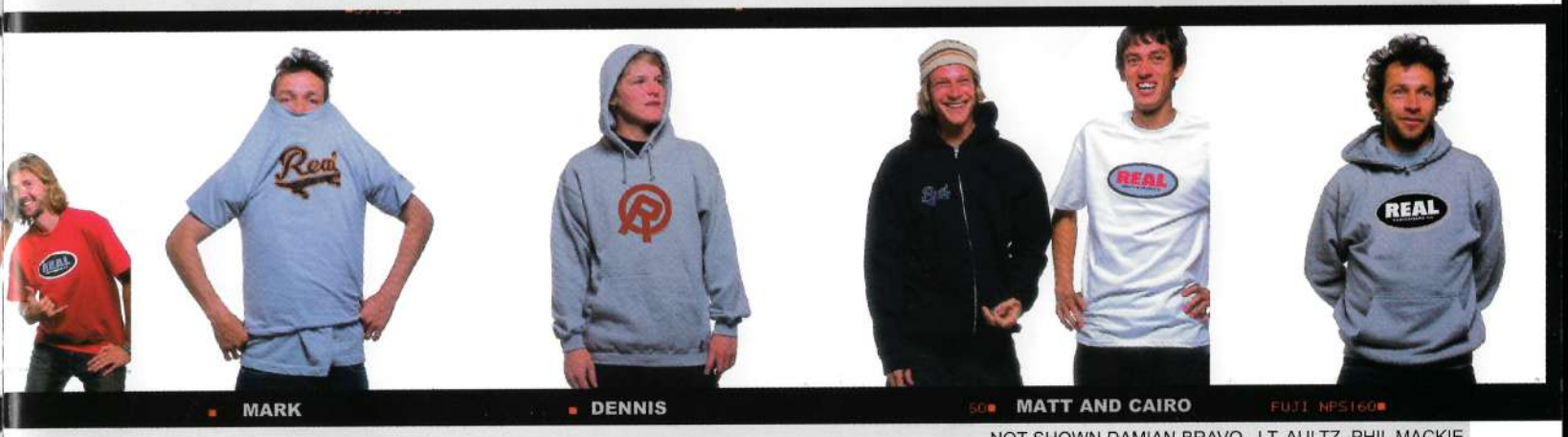
URBAN RENEWAL
S/S TEE SHIRT

GONZ GUYS
S/S TEE SHIRT

DROP
HOODED SWEATSHIRT

RE-AL
ZIP HOOD
PRINT AND APLIQUE STYLES AVAILABLE

SKATE SCRIPT
EMB ZIP HOOD
w/backprint



NOT SHOWN DAMIAN BRAVO, J.T. AULTZ, PHIL MACKIE

SKATE SCRIPT
S/S TEE SHIRT
ALSO AVAILABLE IN GIRLS CUT

CIRCLE R
S/S TEE SHIRT

REAL JONES FLY
S/S TEE SHIRT

DROP
S/S TEE SHIRT

CIRCLE R
L/S

SKATE SCRIPT
L/S

SKATE SCRIPT
CREW

LONG SLEEVES AND CREW S COME W/ BACK OR SLEEVE PRINTS

SKATE SCRIPT
WINDBREAKER w/ backprint

BACKPACK
6 Pocket skateboard flap carrier bag w/ organizer, two large compartments and detachable key FOB.

SILHOUETTE
WATCH

RED STAR
WATCH

REAL TO REEL
The new full length video starring the entire Real team. Filmed and edited by Gabe Morford and Dan Wolfe.

TRI FOLD WALLET
Includes detachable 2nd flat wallet for lightness when skating

SKATE SCRIPT
WEB BELT

OVAL
WEB BELT
ALL BELTS AVAILABLE IN ASST. COLORS

UTILITY CORDS

7 pocket Utility cord with riveted front pockets , side pocket and double reinforced ollie guards

NEW CLASSIC 5 POCKET

A new classic fit with riveted pockets and new seam, pocket and trim tags. Available in different washes. Call for availability.

SKATE SCRIPT

FITTED HAT

CIRCLE R

FITTED HAT

Most hats feature back or side embroideries. Call for details

OVAL

FITTED HAT

DEEDS

FITTED HAT

DROP

FITTED HAT

CIRCLE R

BEANIE

DEEDS

BEANIE

DROP

BEANIE

UPSON

ANTI HERO
SKATEBOARDS

ANTI HERO

SHHH, IM CRAZY

DAGGeR SeRieS

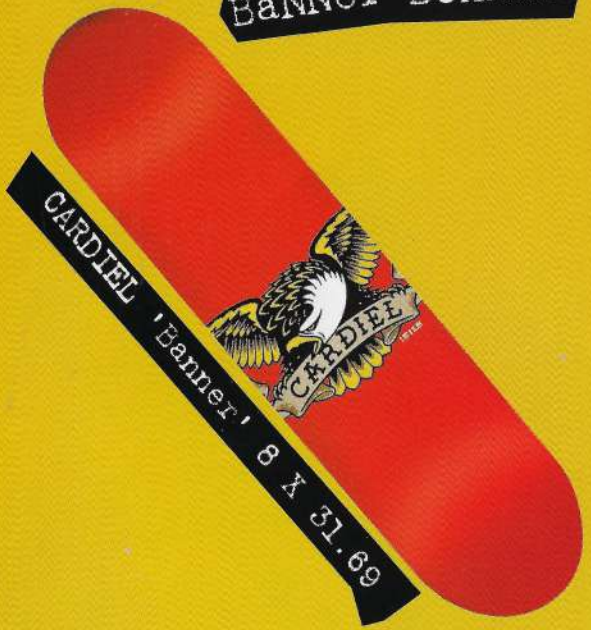
CARDIEL
'Dagger'
7.56
X
31.38

TRUJILLO
'Dagger'
7.75
X
31.44

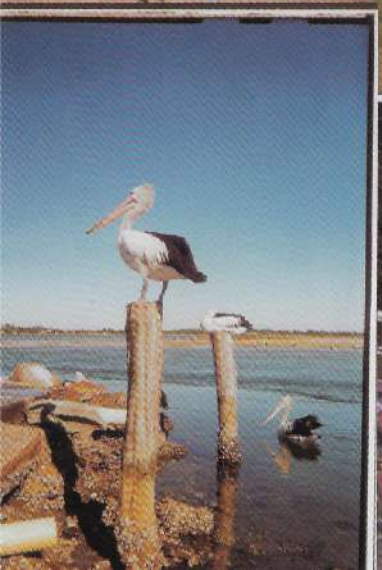
STRANGER
'Dagger'
7.56
X
31.38

UPSON
'Dagger'
7.69
X
31.38

BaNNeR BOARdS



NOTHIN BUT GOOD TIMES "GONE BAD"



EAGLE
7.81 X 31.75
asst. colors
(but you get no choice)

BLACK EAGLE
7.75 X 31.50

ReGRETS BOARdS

STRANGER
'Regrets'
7.75 X 31.5

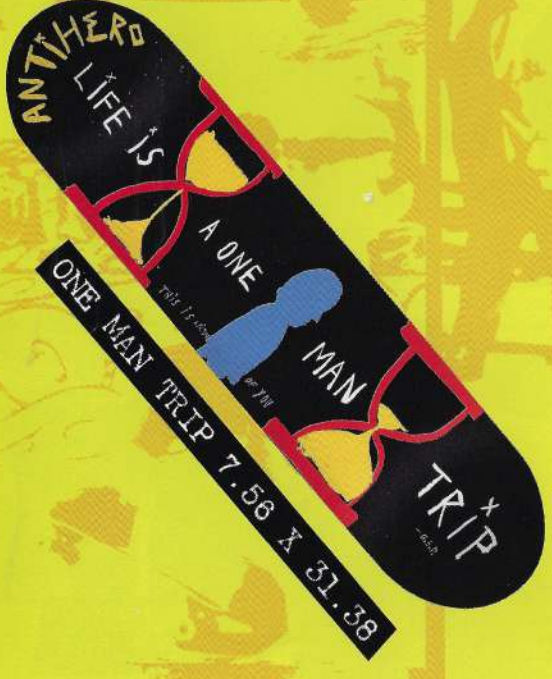
TRUJILLO
'Regrets'
7.63 X 31.5

CARDIEL
'Regrets'
7.5 X 31.44

UPSON
'Regrets'
7.56 X 31.38

VANTI HERO 7.63 X 31.44

REPRESENT 7.56 X 31.38



ONE MAN TRIP 7.56 X 31.38

SMALL SKULL
7.56 X 31.38

BIG SKULL
8.0 X 31.69

UBERSIZE
7.81 X 31.75

SHIRTS

REGRETS
S/S T

EAGLE
S/S T, L/S T,
3/4 sleeve, polo shirts
and girls sizes

anti
hero
SKATEBOARDS

TIMES
S/S T and
embroidered pocket T

TATTERED FLAG
S/S & L/S T

SM. SKULL
S/S T

SOCKS
S/S T

VANTI HERO S/S T

HOODS AND STUFF

EAGLE
hood & crew

SM. SKULL
hood & crew

VANTI HERO
hood

TRUJILLO
CARDIEL
STRANGER
UPSON
SEBER
ERIC J

TATTERED FLAG
zip hood

includes an eagle back print at no extra charge!

TIMES
zip hood

ANTIHERO SKATEBOARDS 1775 EGBERT S.F. CA. 94124

HAT's

Eagle fitted

Sm. Skull fitted

Times fitted

Eagle embr. beenie

Sm. Skull embr. beenie

Vanti Hero fitted

Vanti Hero foam/mesh

Eagle Twill/mesh

other Stuff

EAGLE
windbreaker
embroidered front
w/screenedback

'Lurker' Backpack

6 pocket, pull top, board carrier w/padded beer cooler bottom

Sm. Skull printed bottle opener belt

4 colors - blk, blue, grn, brown

Eagle embr. tri-fold wallet w/ID sticker

Eagle, Big Eagle and Sm. Skull patches

Banners, Stickers, Dealer Stickers, and other stuff too. Call with questions or answers.

TO THE MAX

THUNDER SHIRTS

EVIL 2
S/S T

HEARTLINE
S/S T & L/S T

THUNDER CIRCLE
S/S T & L/S T

STENCIL GRENADE
S/S T

THUNDER WINDBREAKER

EVIL 2
(FRONT)
STENCIL GRENADE
(BACK)

THUNDER PRO. TEAM '01

• MARK APPLEYARD • ED TEMPLETON • MARC JOHNSON •
• KENNY REED • NATE JONES • JERRY HSU • KEITH HUFNAGEL •
• RYAN JOHNSON • RICHARD MOULDER • JIM GAGNE •

THUNDER SWEATSHIRTS

HEARTLINE
HOOD & CREW

STENCIL GRENADE
HOOD

THUNDER HEART
ZIP HOOD

THUNDER HATS

HEART GRENADE
fitted ballcap

EVIL 2
fitted ballcap

HEART GRENADE
beanie

COMING SOON FROM THUNDER: THUNDER HARDWARE, THUNDER BUSHINGS AND THUNDER ACTION PACKS.

THUNDER STRIKES

DEMAND RESPONSE

POLISHED

RAW

TIGHT TUMBLE RAW FINISH

AIRBORNES

POLISHED HANGERS ANODIZED BLUE BASEPLATES

TROOPERS

POLISHED HANGERS - ANODIZED GREEN BASEPLATES

REVENGE

RED PAINTED HANGERS ANODIZED BLACK BASEPLATES

BLACKHAWKS

POLISHED HANGERS
ANODIZED BLACK BASEPLATES

BLUE

BLUE PAINTED HANGERS POLISHED BASEPLATES

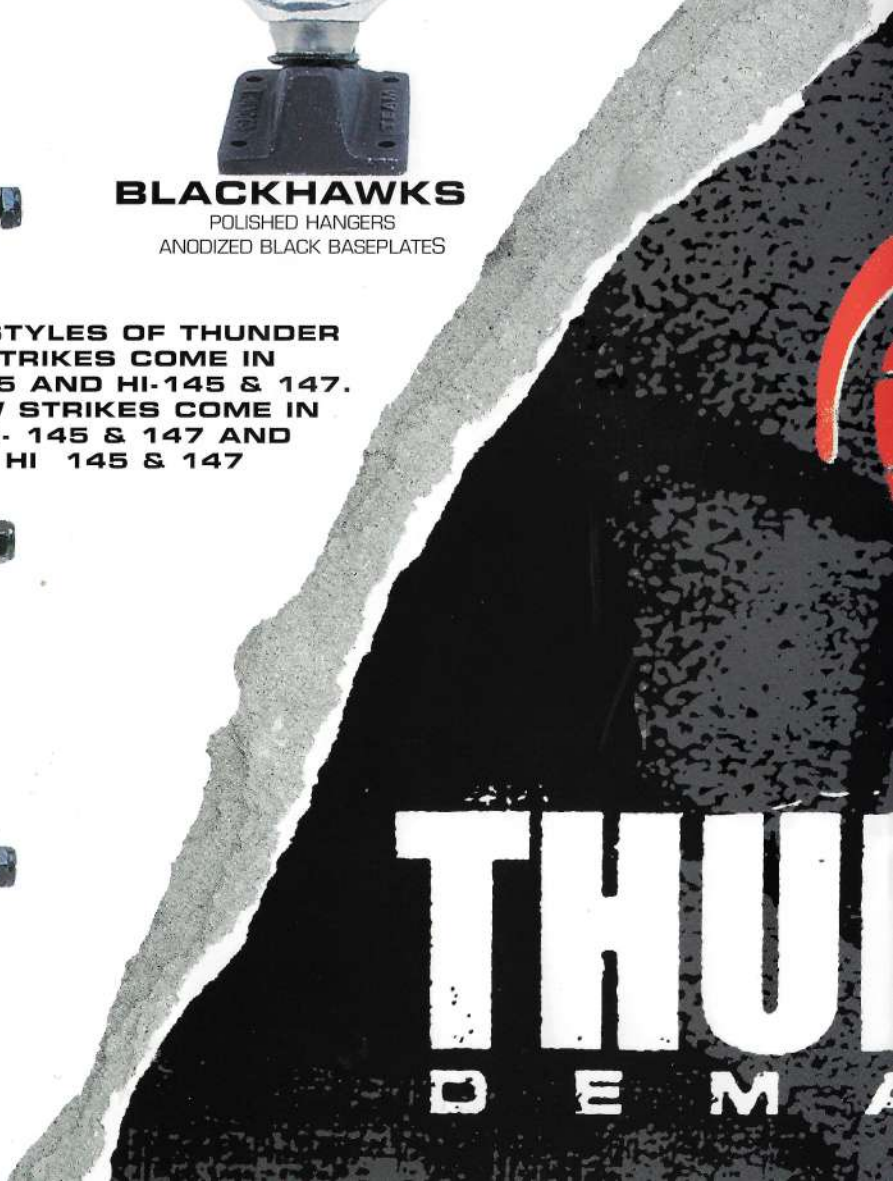
ALL STYLES OF THUNDER STRIKES COME IN LO-145 AND HI-145 & 147. RAW STRIKES COME IN LO- 145 & 147 AND HI 145 & 147

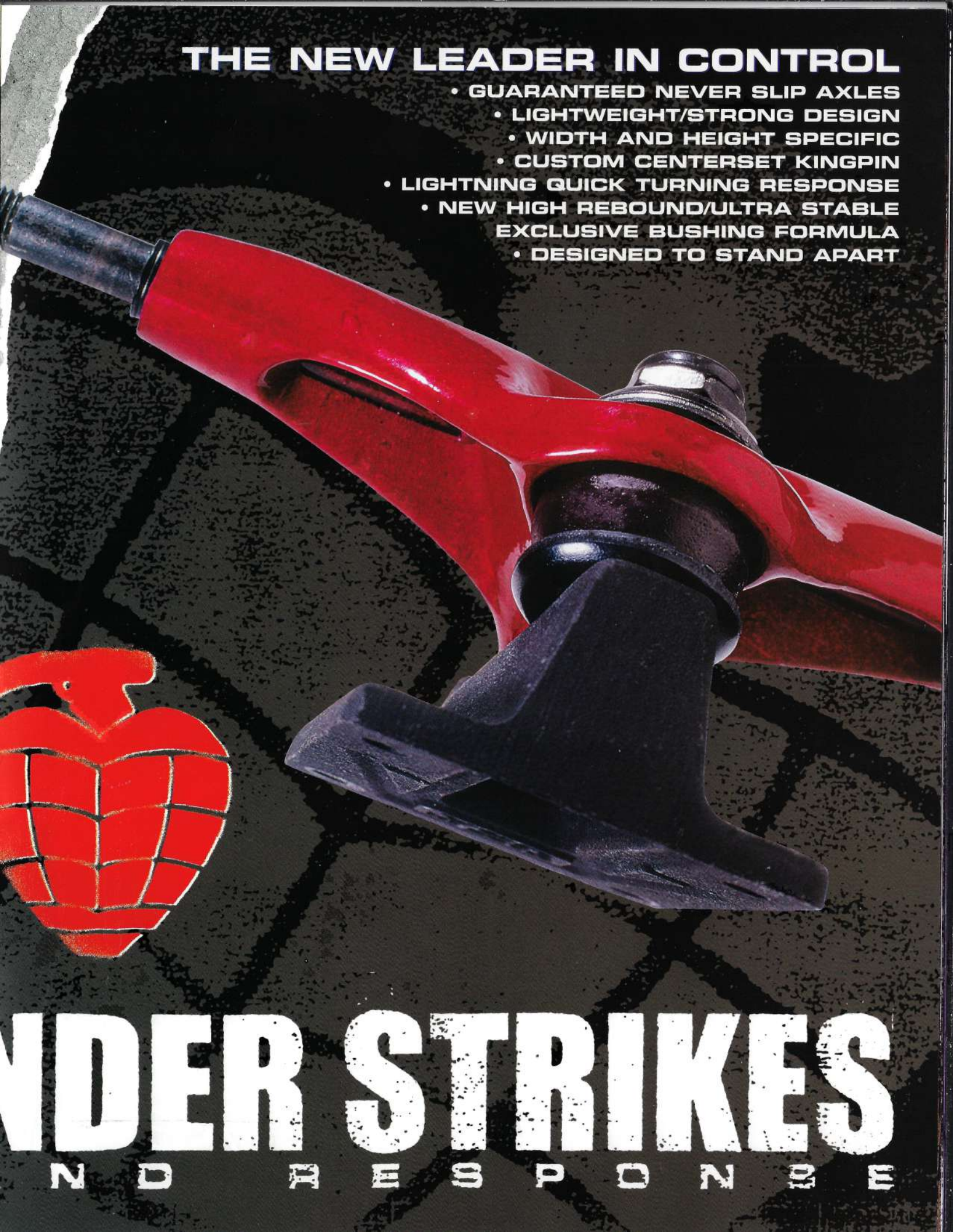
BLACK

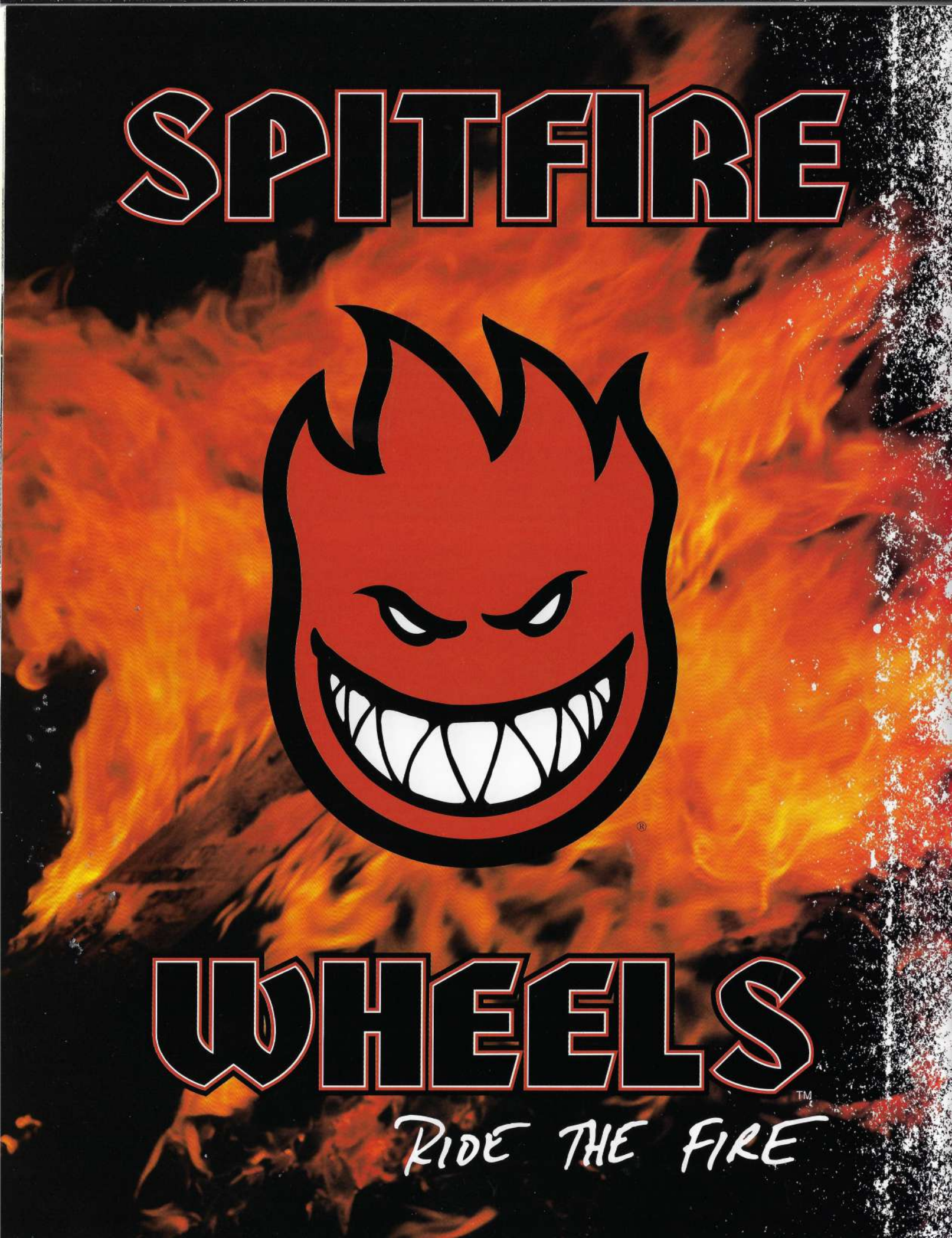
BLACK PAINTED HANGERS POLISHED BASEPLATES

RED

POLISHED BASEPLATES RED PAINTED HANGERS




THE NEW LEADER IN CONTROL
• GUARANTEED NEVER SLIP AXLES
• LIGHTWEIGHT/STRONG DESIGN
• WIDTH AND HEIGHT SPECIFIC
• CUSTOM CENTERSET KINGPIN
• LIGHTNING QUICK TURNING RESPONSE
• NEW HIGH REBOUND/ULTRA STABLE
EXCLUSIVE BUSHING FORMULA
• DESIGNED TO STAND APART
NDER STRIKES
ND RESPONSE


SPITFIRE
WHEELS
RIDE THE FIRE

WHITE 99du

BIGHEAD
45, 47, 49, 52, 54, 57, 59, 63mm

CLASSICS
50, 52, 54, 56 60mm

MULTIBALL IX
51, 53, 55, 58, 61mm

ETERNAL
50, 52.5, 55, 57.5mm

FOREVER
51.5, 53.5, 55.5, 57.5, 59.5mm

TRADEMARK
52, 54, 56mm

LEARN TO BURN
51, 53, 55mm

EVILER
51.5, 53.5, 55.5mm

BARBED WIRE
52, 54, 57mm

HEADLINE
53, 55, 57mm

TRULY EVIL
52.5, 54.5, 60.5mm

GENUINE
50.5, 53.5, 56.5mm

ARSON DEPT.
52.5, 54.5, 56.5mm

PENTAGRAMS
50.5, 53.5, 55.5mm

TRIFECTA
51, 53, 55mm

FADE 2
51, 53, 55mm

THINS
50, 52, 54, 56mm

HEAVYWEIGHTS
52.5, 54.5, 56.5, 58.5mm

COLORED WHEELS

CHARRED REMAINS
52.5, 55.5, 58.5mm
BLACK

CROSSFIRE
53, 55, 57mm
HOT PINK

GRIM RIPPER
50.5, 54.5, 56.5mm
BRIGHT RED

RINGS OF FIRE
52, 55, 57mm
NEON YELLOW

D-DAY
51.5, 53.5, 55.5mm
RED & BLACK

SCORCHERS
52, 53, 54mm
NEON GREEN

PILOT LIGHTS
53, 54, 55mm
BRIGHT BLUE

SHROOMS
51, 53, 55mm
RED & YELLOW

SKULL CAPS
52, 54, 56mm
WHITE & BLACK

PRO WHEELS

CAIRO FOSTER
50, 52, 54mm
White 99 Duro

JIM GRECO
51, 53, 55mm
White 99 Duro

SOFT WHEELS

DOS MACHETES
55, 60, 65mm
92 Duro.

HELL RAZORS
54, 58, 61mm
95 Duro.

TURNAROUND
53, 55, 57, 59mm
97 Duro.

PAINLINE UNITS
52, 54, 56mm
98 Duro.

POWERCORE WHEELS

With new larger, harder, 100% urethane cores, the new Powercore Wheels are guaranteed to be the the best cored wheels ever.

POWERCORED
56, 61, 64mm
92 Outer Duro/100 Inner Duro

POWERCORED
53, 55, 59, 62mm
95 Outer Duro/100 Inner Duro

POWERCORED
51, 53, 55mm
97 Outer Duro/100 Inner Duro

POWERCORED
50, 52, 54mm
99 Outer Duro/100 Inner Duro

ARSONISTS

JOHN CARDIEL ANDREW REYNOLDS

CAIRO FOSTER TONY TRUJILLO DONNY BARLEY

JIM GRECO JEFF LENOCE BAM MARGERA

BRAD STABA NATE JONES MAX SCHAAF

JULIEN STRANGER ROB WELSH JUSTIN STRUBING

MATT FIELD STEFAN JANOSKI MIKE YORK

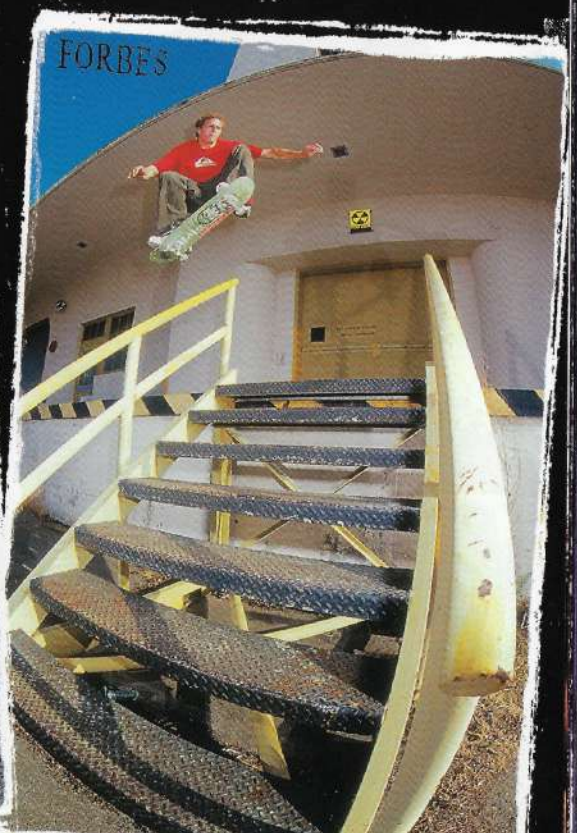
PETER HEWITT JASON JESSEE RYAN JOHNSON

BOBBY PULEO KARMA TSOCHEFF SALBA

TIM UPSON TOSH TOWNEND DARREN NAVARRETTE

DIEGO BUCCHIERI KENNY REED KEITH HUFNAGEL

JANI LAITIALA VINNY VEGAS BRIAN SEBER PETER SMOLIK



TSHIRTS

CHARRED REMAINS

HOMBRE 2

SFW

BURNMARK

IMMORTAL 2

UP IN SMOKE

FIREPIT

PENTAGRAM

BIGHEAD

All Spitfire shirts come with sleeve or back prints and in assorted colors. Call for info.

BRAD STABA

HEADLINE

CHARRED IMMORTAL

HEAVYWEIGHT

BAR

TRULY EVIL

RIDE THE FIRE

IMMORTAL 2

ASSORTED STYLES W/ RINGER COLLARS. CALL FOR INFO.

UP IN SMOKE

GIRLS BIGHEAD

LONG SLEEVES

ALL SPITFIRE LONG SLEEVE AND CREW NECKS COME WITH CUSTOM SLEEVE AND OR BACK PRINTS CALL FOR DETAILS

CHARRED REMAINS
L/S

FIRESLEEVE 3
L/S

UP IN SMOKE
L/S

CREWS

FIREPIT
L/S

BIGHEAD
L/S

BIGHEAD
CREW

BURNMARK
CREW

THREE QUARTERS

BURNMARK
3/4 SLEEVE

GIRLS BURNMARK
3/4 SLEEVE

CAIRO FOSTER
- PRO WHEEL OUT NOW

SWEATSHIRTS & JACKETS

ALL SPITFIRE SWEATSHIRTS ARE HEAVYWEIGHT 9oz., DOUBLE NEEDLE STITCHED AND COME WITH CUSTOM SLEEVE, BACK OR HOOD PRINTS. CALL FOR INFO.

BIGHEAD
HOOD

CHARRED REMAINS
HOOD

BURNMARK
HOOD

BAR
HOOD

FIRESLEEVE
HOOD

UP IN SMOKE
HOOD

TRULY EVIL
HOOD

FIREPIT
HOOD

HOMBRE APPLIQUE
W/SPITHEAD EMB
HOOD

IMMORTAL
WINDBREAKER W/REFLECTIVE
BIGHEAD BACK PRINT

BURNMARK
WINDBREAKER

SFW
HOODED WINDBREAKER
W/REFLECTIVE
BIGHEAD BACK PRINT

FIREBALL EMBROIDERED
WINDBREAKER W/SCREENED BACK

IMMORTAL
ZIP HOOD

BURNMARK
ZIP HOOD

HOMBRE APPLIQUE
W/SPITHEAD EMB
ZIP - HOOD

BURNMARK GIRLS
ZIP HOOD

CREWS

5 POCKET ETERNALS:

Fit for skateboarding, with reinforced, triple bar tacked pockets and seams, ollie cuffs, hidden waist pocket and reversible cuff tags.

BLUE DENIM

BLACK DENIM

MEDIUM FIREBLAST

'IMMORTAL' CHINOS

Heavy duty Chinos with back side welt pocket, triple bar tacked seams and cuff ollie reinforcements.

'SPITFIRE' MILITIAS

Durable, lightweight, with triple bar tacked pockets, cuff ollie reinforcements and hidden waist pocket.

BACKPACKS

3RD DEGREE BURN

6 POCKET LO PROFILE DELUXE SKATEBOARD CARRIER W/ CD HOLDER & ORGANIZER TELESCOPING BOTTOM COMPARTMENT

FIREBALL

5 POCKET SKATEBOARD CARRIER, W/ HIDDEN CD ORGANIZER/HOLDER & HIDDEN COMPARTMENTS

FIRELIGHT

3 POCKET SKATEBOARD CARRIER

CAPS

HEADLINE
FITTED CAP

HOMBRE
FITTED CAP

EVILER
FITTED CAP

IMMORTAL 2
FITTED CAP

LIVE TO BURN
FITTED CAP

TRULY EVIL
FITTED CAP

FIREBALL
FITTED CAP

ETERNAL
FITTED CAP

IMMORTAL 2
FOAM AND MESH

BIGHEAD
FOAM AND MESH

FIREBALL
BEANIE

HOMBRE
BEANIE

IMMORTAL 2
BEANIE

IMMORTAL 2 LABEL
BEANIE

FIREBALL
KNIT REVERSIBLE
BEANIE

BELTS

ALL BELT DESIGNS AVAILABLE IN ASSORTED COLORS

IMMORTAL
WEB BELT

CROPFIRE
WEB BELT

CHARRED REMAINS
WEB BELT

BIGHEAD
WEB BELT

ACCESSORIES

FIREBALL
TRI-FOLD WALLET
ASST. COLORS AVAIL.

COIN POUCH

SOCKS

BIG ARSON
WATCH

LIGHTER

stuff

relax-o-matic

silhouette

chickenshack

bigtop

quattro

roughled feathers

silhouette/hood/crew

efin/zip hood

bobby puleo

efin/polo

silhouette/windbreaker

quattro/hood

team-ray barbee-john cardiel-frank gerwer-bobby puleo-

FORTIES 4

cloth

more stuff

denim

5 pocket jean
relaxed fit
dirty wash
zip fly

cord

k cords
5 pocket/riveted
14 wale
zip fly

twill

work chino
poly/cotton twill
welt back pockets
zip fly

barbee button down

ray barbee

quattro

bigtop

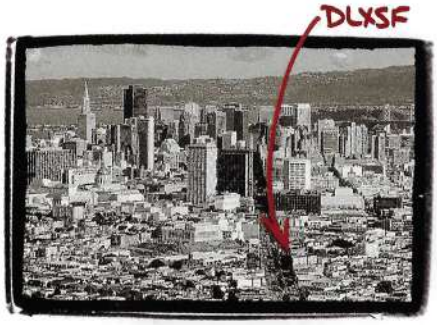
ckson taylor-karma tsocheff. call about our get rich quick scheme!!!...now fucko!

T-SHIRTS

SKYLINE
s/s

RISE
s/s

SOX
s/s



OVERVIEW
s/s

AGED SF
s/s

AGED SM
s/s

Damian Bravo

Dennis Buzenitz

DLXSF

DLXSF
fitted ballcap

SUPER CUSH BUSHINGS
88, 90, 94, 97, 99 duros,
packaged with stickers.
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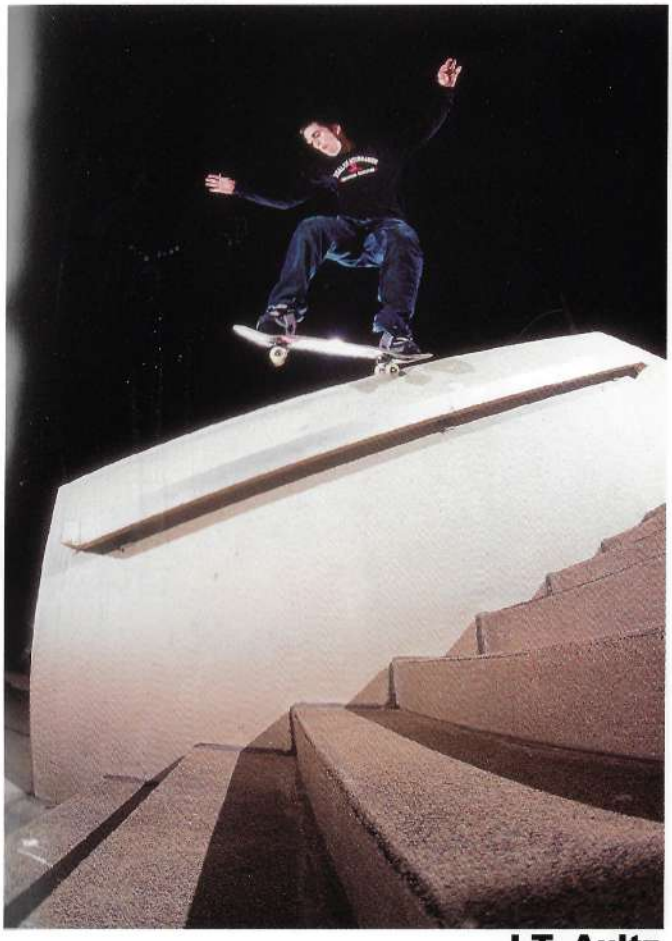

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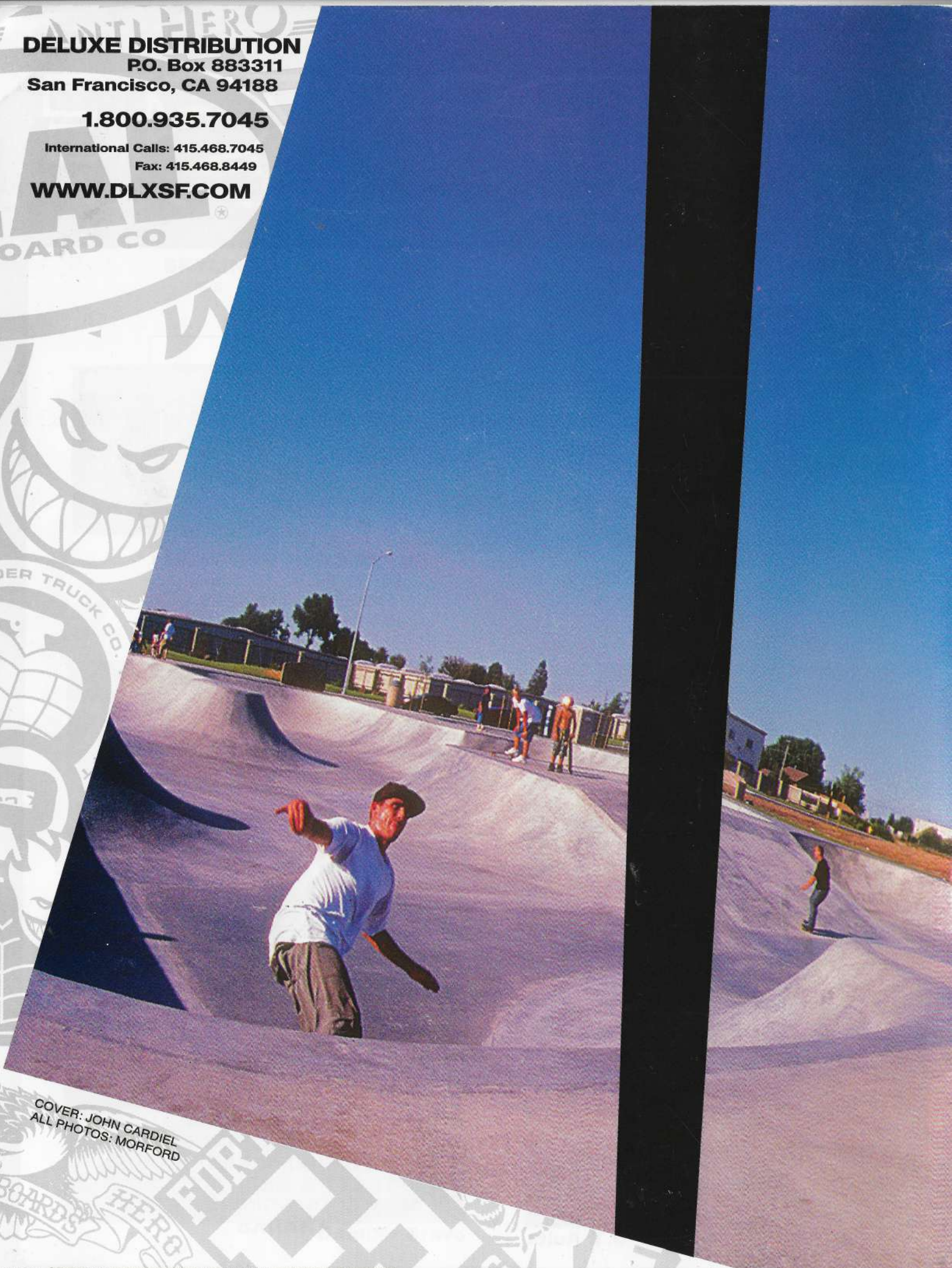

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